

Name:

C101 Game Design Template

This is a skeleton/reference for a game design. A full design would be much longer.

High Level Concept

Working title:

Your game's title should communicate the gameplay and the style of the game

Concept statement:

The game in a tweet: one or two sentences at most that say what the game is and why it's fun.

Target audience:

Age, gender, game or other relevant interests

Objective of Game:

How do you complete the game and what is the intended effect of the game on the player?

Player experience and game POV:

Who is the player? What is the setting? What is the fantasy the game grants the player? What emotions do you want the player to feel? What are the major phases of the player's experience in the game?

Product Design

Project Team:

Who will you need to make this game? Think background, design, and other experts.

Platform(s) and primary technology:

Electronic/digital or board/card game? PC or mobile? Table or phone? 2D or 3D?

Visual/audio Style:

What is the "look and feel" of the game? How does this support the desired player's experience? Realistic or cartoony?

Game world and progression:

Describe the game world and any narrative in player-relevant terms. How does the player move through the game, literally and figuratively, from tutorial to end? What are their short-term and long-term goals (explicit or implicit)? What skills are needed and how do they chain together?

Unique selling points:

What makes your game stand out? How is it different from other games?